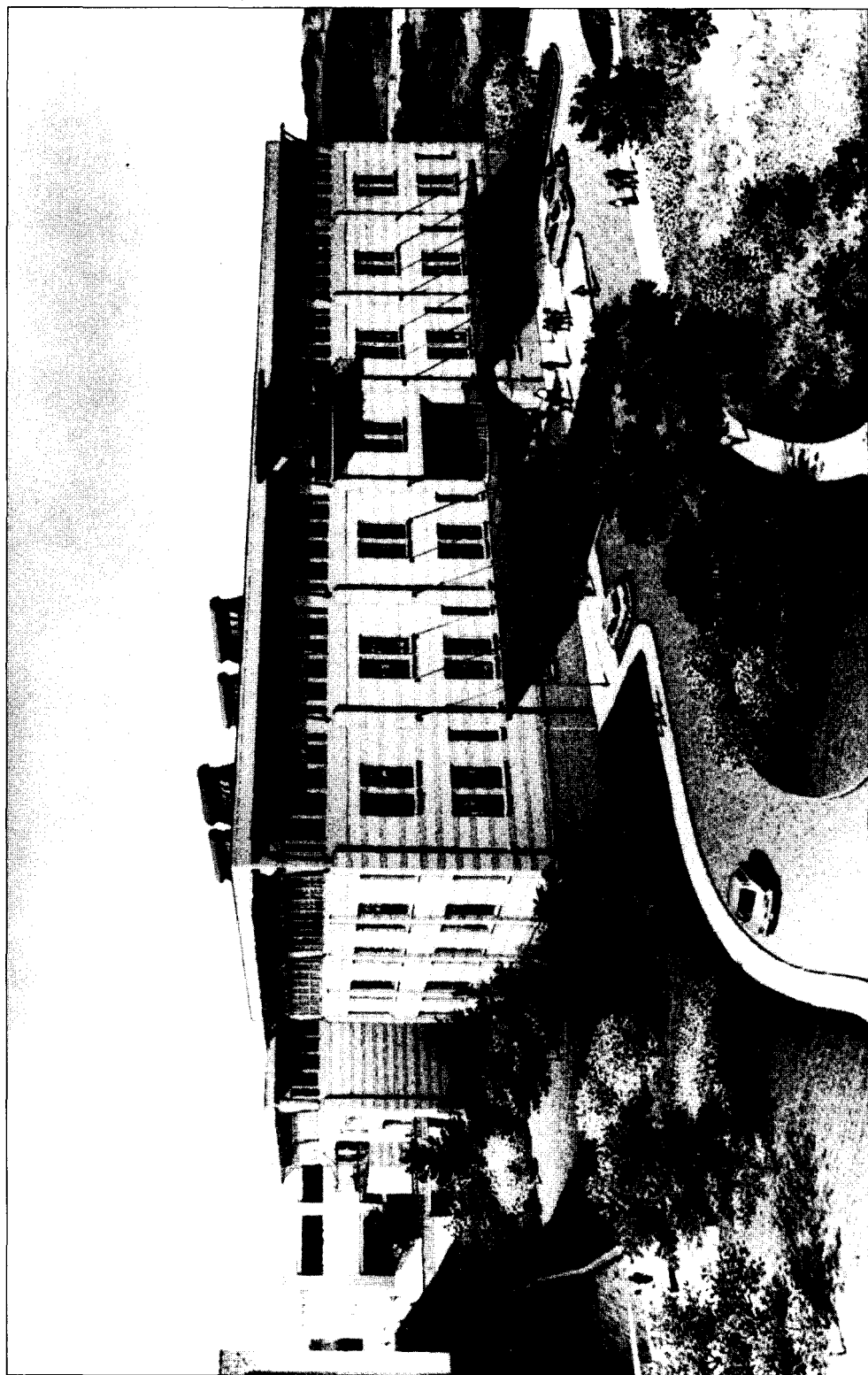


COLLEGE OF BUSINESS



The new Business Building

COLLEGE OF BUSINESS

Mission Statement

The mission of the College of Business is to offer graduate and undergraduate programs of high quality that meet the needs of students, in terms of their general education as well as in their preparation for productive and rewarding professional careers. This focus requires that the College be alert and responsive to local, regional and national issues and to the needs of business, government and the community at large. Its faculty approaches the challenge of education not only through their classroom and advising efforts but by active scholarship in their respective disciplines and through service to the University, their profession and the community.

All undergraduate degrees in the College of Business are accredited by the American Assembly of Collegiate Schools of Business and conform to its recommended guidelines. Consistent with American Assembly of Collegiate Schools of Business guidelines, at least 50 percent of the business credit hours required for the College of Business degree must be taken at UTSA.

Students in the College of Business may not enroll in 3000- and 4000-level courses in the College of Business (with the exception of IS 3003) before declaring a major. Students majoring in fields outside the College of Business may not take more than 27 semester hours in this College without approval of the Dean of the College of Business.

Declaration of a major in the College of Business is limited to those students who meet the following minimum requirements:

1. Completion of 45 semester credit hours.
2. Cumulative grade-point average of 2.5.
3. Completion of the following eight courses or their equivalents with a grade-point average of 2.25:

ACC	2013	Accounting Principles I
ACC	2033	Accounting Principles II
ECO	2013	Introductory Macroeconomics
ECO	2023	Introductory Microeconomics
MAT	1033	Algebra with Calculus for Business
STA	1063	Basic Statistics for Business and Economics
IS	3003	Principles of Information Systems for Management
COM	1043	Introduction to Communications

Students seeking a Bachelor of Business Administration degree in the College of Business must take the following courses as part of their Core Curriculum requirement:

MAT	1033	Algebra with Calculus for Business (Domain I)
IS	3003	Principles of Information Systems for Management (Domain I)

ECO	2013	Introductory Macroeconomics (Domain II)
MGT	4893	Management Strategy and Policy (Domain IV)

Students with a concentration in Building/Development must complete PHY 1603: General Physics I and PHY 1623: General Physics II to meet the science requirement of their Core Curriculum requirement.

All students seeking a B.B.A. degree in the College of Business must complete the following Common Body of Knowledge (CBK) courses in addition to the core curriculum:

Course or Requirement			Semester Credit Hours
STA	1063	Basic Statistics for Business and Economics	3
COM	1043	Introduction to Communication	3
ACC	2013	Accounting Principles I	3
ACC	2033	Accounting Principles II	3
BLW	3013	Business Law	3
ECO	2023	Introductory Microeconomics	3
FIN	3013	The Finance Function	3
MGT	3013	Introduction to Organization Theory, Behavior, and Management	3
MS	3033	Management Science and Production Management	3
MGT	3043	Business Communications	3
MKT	3013	Principles of Marketing	3
PHI	2053	Business Ethics	3

Students completing degree course requirements with less than degree required semester hours will augment their program with electives taken outside the College of Business to reach that total.

DIVISION OF ACCOUNTING AND INFORMATION SYSTEMS

Bachelor of Business Administration Degree in Accounting

The minimum number of semester hours is 120. In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following 30 additional semester hours.

A. 24 semester hours of accounting courses in the major:

ACC	3023	Intermediate Financial Accounting I
ACC	3033	Intermediate Financial Accounting II
ACC	3043	Federal Income Tax Accounting
ACC	3113	Accounting Information Systems
ACC	3123	Cost Analysis
ACC	4013	Principles of Auditing
ACC	4153	Corporate and Partnership Taxation
3 semester hours of upper-division accounting electives.		

B. 3 semester hours of support work:

ENG	2413	Technical Writing
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C. 3 semester hours of electives outside the College of Business.

Notes for students who intend to take the CPA examination:

1. Because of the topical coverage of the CPA examination, BLW 3023: Business Organizations and Commercial Law is recommended as an elective for students who anticipate taking the CPA examination.
2. The educational requirements for candidates applying for the CPA examination in Texas after September 1, 1997, will change significantly. Students with questions about the requirements or eligibility should contact the Texas State Board of Public Accountancy, 333 Guadalupe, Tower III, Suite 900, Austin, TX 78701.

COURSE DESCRIPTIONS ACCOUNTING (ACC)

- 2003 Foundations of Accounting**
(3-0) 3 hours credit.
A study of accounting as the “language of business.” The focus is on accounting as a tool for communicating financial information for planning, control, and decision making. This course is designed for non-business majors and may not be applied toward a degree in the College of Business.
- 2013 Accounting Principles I**
(3-0) 3 hours credit.
An introduction to the fundamental concepts of financial accounting. Designed to provide students an opportunity to understand accounting as an information development and communication function that supports economic decision making. [TCCN: ACCT 2301.]
- 2033 Accounting Principles II**
(3-0) 3 hours credit. Prerequisite: ACC 2013.
A continuation of the study of fundamental concepts of financial accounting and management’s use of accounting to provide information for planning, controlling, and decision making. [TCCN: ACCT 2302.]
- 2043 Introduction to Accounting Topics**
(3-0) 3 hours credit. Prerequisite: ACC 2033.
An introduction to more advanced accounting topics such as federal taxation and cost accounting. May not be applied to a major in Accounting. (Formerly ACC 3003. Credit cannot be earned for both ACC 2043 and ACC 3003.)
- 2153 Accounting for the Tourism Industry**
(3-0) 3 hours credit. Prerequisite: ACC 2033.
An investigation of specialized accounting topics in accommodations, attractions, restaurant, transportation and other tourism related industries. May not be applied to a major in accounting.
- 3023 Intermediate Financial Accounting I**
(3-0) 3 hours credit. Prerequisite: ACC 2033.
An in-depth study of promulgated accounting theory and concepts with an emphasis on corporate financial accounting and reporting.
- 3033 Intermediate Financial Accounting II**
(3-0) 3 hours credit. Prerequisite: A grade of “C” or better in ACC 3023.
A continuation of the in-depth study of promulgated accounting theory and concepts with an emphasis on corporate financial accounting and reporting.

- 3043 Federal Income Tax Accounting**
(3-0) 3 hours credit. Prerequisite: A grade of “C” or better in ACC 3023.
Fundamentals of federal income tax accounting for individuals. Topics include income and exclusions, statutory deductions, depreciation, sale of business assets, capital gains and losses, and computation of tax.
- 3113 Accounting Information Systems**
(3-0) 3 hours credit. Prerequisites: ACC 2033 and IS 3003.
Examines the role of accounting information systems within the organizational structure. A conceptual framework for integrating elements required to support accounting information systems. (Formerly IS 3013. Credit may not be earned for both ACC 3113 and IS 3013.)
- 3123 Cost Analysis**
(3-0) 3 hours credit. Prerequisite: ACC 2033.
A study of advanced cost-accounting systems, including cost allocation, unit cost determination, variance analysis, capital budgeting, inventory control, and other related quantitative methods. (Formerly ACC 4023. Credit may not be earned for both ACC 3123 and ACC 4023.)
- 3143 International Accounting**
(3-0) 3 hours credit. Prerequisite: ACC 2043 or 3023.
A study of the accounting issues and problems of multinational corporations, including FAS52, and international accounting standard-setting. (Formerly ACC 4043. Credit may not be earned for both ACC 3143 and ACC 4043.)
- 4013 Principles of Auditing**
(3-0) 3 hours credit. Prerequisites: A grade of “C” or better in both ACC 3033 and 3113.
A study of auditing theory, professional ethics, audit programs, evidential matter, and professional reports.
- 4033 Advanced Financial Accounting Topics**
(3-0) 3 hours credit. Prerequisite: A grade of “C” or better in ACC 3033.
A study of advanced topics such as business combinations and consolidations, partnerships, and foreign currency translation. (Formerly ACC 3063. Credit may not be earned for both ACC 4033 and ACC 3063.)
- 4053 Accounting for Governmental and Not-for-Profit Organizations**
(3-0) 3 hours credit. Prerequisite: ACC 3033.
A study of accounting, budgeting, fiscal procedures, and financial records of governmental agencies and private not-for-profit organizations.
- 4083 Budgeting, Planning, and Forecasting**
(3-0) 3 hours credit. Prerequisite: ACC 3123 or an equivalent.
A study of advanced cost accounting topics (managerial, behavioral, and quantitative) for profit planning and control. Specific forecasting models and computer applications are addressed.

4113 Analysis of Financial Statements

(3-0) 3 hours credit. Prerequisite: ACC 3033.

The theoretical foundations of financial statements and a study of the techniques for analyzing them.

4153 Corporate and Partnership Taxation

(3-0) 3 hours credit. Prerequisite: A grade of "C" or better in ACC 3043.

A study of the taxation of C and S Corporations and Partnerships. Topics include the formation, income taxation, and liquidation of corporations and partnerships.

4173 Estate and Gift Taxation

(3-0) 3 hours credit. Prerequisite: ACC 3043.

Introduction to the federal estate and gift tax laws, with an emphasis on the applicable code sections and regulations.

4183 EDP Auditing and Advanced Problems

(3-0) 3 hours credit. Prerequisite: ACC 4013.

An in-depth analysis of the Statements of Auditing Standards, with special emphasis on evaluating internal control in an EDP environment and computer-assisted auditing.

4223 Oil and Gas Accounting

(3-0) 3 hours credit. Prerequisite: 12 hours of accounting.

A study of the critical aspects of the petroleum industry and related accounting problems. Topics include industry structure, development, production, transportation, and refining with associated accounting issues.

4911-3 Independent Study

1-3 hours credit. Prerequisite: Permission in writing (form available) of the instructor, the student's adviser, the Division Director, and the Dean of the College of Business.

Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 Internship in Accounting

3 hours credit. Prerequisites: ACC 3033, an overall 3.0 grade-point average, and permission in writing (form available) of the instructor, the student's adviser, the Division Director, and the Dean of the College of Business.

The opportunity to gain knowledge through experiential activities in professional life. Joint cooperation with business and governmental institutions in structuring and monitoring work experience aimed at supplementing the classroom learning process. Internships may be repeated once (a total of 6 hours) provided the internships are with different organizations.

4993 Honors Thesis

3 hours credit. Prerequisite: Enrollment limited to honors program students with sponsorship by a division faculty member. Supervised research and preparation of an honors thesis. May be repeated once for credit with adviser's approval. No more than 3 credit hours can apply toward Accounting major requirements.

**Bachelor of Business Administration Degree
in Information Systems**

The minimum number of semester hours for this degree is 123. In addition to the Core Curriculum requirements and the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following 33 additional semester hours.

A. 21 semester hours of information systems courses in the major:

IS	3063	Data Base Management for Information Systems
IS	3073	Application Development
IS	4053	Analysis and Design of Information Systems
IS	4063	Advanced Topics in Information Systems
IS	4123	Introduction to Telecommunications for Business
6 additional semester hours of upper-division information systems coursework.		

B. 6 semester hours of information systems support work:

IS	2033	Introduction to Computer Concepts for Information Systems
IS	2043	Data Structures and File Processing

C. 3 semester hours of support work:

MGT	3023	Organizational Behavior
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D. 3 semester hours of electives. These must be taken outside the College of Business.

**COURSE DESCRIPTIONS
INFORMATION SYSTEMS
(IS)**

2033 Introduction to Computer Concepts for Information Systems

(3-0) 3 hours credit.

An introduction to programming with procedural languages. Addresses basic elements of structured programming, including control structures, arrays, lists, sequential file access and update, and modular design.

- 2043 Data Structures and File Processing**
(3-0) 3 hours credit. Prerequisite: IS 2033.
An introduction to principles of file organization, including file structures, access methods, abstract data types, and object-oriented methods. A procedural language will be used to develop applications using these concepts.
- 3003 Principles of Information Systems for Management**
(3-0) 3 hours credit. Prerequisite: Familiarity with spreadsheet software.
An analysis of managerial/organizational information needs. Current professional practices for developing information systems are studied. Includes coverage of hardware and software tools, information structures, and formal problem-solving techniques. Computer application cases will be assigned to illustrate the use of specific tools and techniques for solving problems.
- 3063 Data Base Management for Information Systems**
(3-0) 3 hours credit. Prerequisite: IS 2043.
A study of data base management systems (DBMS) features, functions, and architecture, including logical design, data models, normalization, object-oriented data, and data base administration. A DBMS product will be used to illustrate principles.
- 3073 Application Development**
(3-0) 3 hours credit. Prerequisite: IS 2043.
A study of the use of information systems techniques to solve managerial problems. Includes cases where students are asked to design and implement information systems which address various classes of analytic problems. Principles of decision theory are addressed.
- 3093 Computer Support of Groups**
(3-0) 3 hours credit. Prerequisite: IS 3003.
This course is designed to examine the ways in which computers can be used to support the communication, coordination and decision making needs of groups. The course will examine the problems that face-to-face and distributed groups encounter in an organizational environment and review the technology available to address these problems.
- 3233 An Interdisciplinary Approach to Decision Making**
(3-0) 3 hours credit.
This course is designed to study the decision-making process and examine how decisions are made. The course will concentrate on examining obstacles to decision making, understanding and using prescriptive models, and understanding the role of information systems in decision making.
- 4053 Analysis and Design of Information Systems**
(3-0) 3 hours credit. Prerequisite: IS 3063.
An introduction to systems theory and development techniques. Topics include problem definition, object-oriented design, issues for cost/benefit analyses, and CASE tools.

- 4063 Advanced Topics in Information Systems**
(3-0) 3 hours credit. Prerequisite: 15 hours of IS courses.
Survey of recent developments in information technology. Analysis will focus on applications in the business community and theoretical developments which relate to those applications. Ordinarily taken during semester of graduation.
- 4073 The Information Resource**
(3-0) 3 hours credit. Prerequisite: MGT 3023.
A study of the principles and concepts involved in the management of organizational information systems resources. Topics include project control, CIO functions, information systems planning, strategic impact of information systems, multinational organizations, and relevant legal, professional, and ethical issues.
- 4123 Introduction to Telecommunications for Business**
(3-0) 3 hours credit. Prerequisite: 9 hours of IS courses.
An overview of data and computer communications. Topics include communication systems technology, computer networks and control, network design and management, Local/Wide Area Networks, and distributed computer systems.
- 4133 Advanced Telecommunications for Business**
(3-0) 3 hours credit. Prerequisite: IS 4123.
An advanced study of data and computer communications. Topics include network architectures and protocols, control, security, ethics, economics, and the regulatory environment.
- 4163 Advanced Programming Concepts**
(3-0) 3 hours credit. Prerequisite: IS 3063.
A survey of programming languages and application development facilities. Topics may include procedural languages as well as very high-level languages, end-user application development languages, object-oriented languages, logic programming languages, and expert system shells.
- 4173 Systems Development Project**
(3-0) 3 hours credit. Prerequisites: IS 4053.
Students will address the solution of an information system problem using project management and information systems methodologies in a group project environment.
- 4183 Advanced Data Base Concepts**
(3-0) 3 hours credit. Prerequisites: IS 3063.
In-depth consideration of concepts governing the design and management of data base systems. Topics include data base design, distributed data bases, data base administration, object-oriented data modeling, and performance evaluation.

4913 Independent Study

3 hours credit. Prerequisite: Permission in writing (form available) of the instructor, the student's adviser, the Division Director, and the Dean of the College of Business.

Independent research in an information systems topic, under the direction of a faculty member. May be repeated for credit, but not more than 6 hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 Internship in Information Systems

3 hours credit. Prerequisites: 9 hours of information systems or business data systems courses, an overall 3.0 grade-point average, and permission in writing (form available) of the instructor, the student's adviser, the Division Director, and the Dean of the College of Business.

The opportunity to gain knowledge through experiential activities in professional life. Joint cooperation with business and governmental institutions in structuring and monitoring work experience aimed at supplementing the classroom learning process.

4953 Special Studies in Information Systems

(3-0) 3 hours credit. Prerequisite: Consent of instructor.

An organized course offering specialized study not normally or not often available as part of the regular course offerings. Special Studies courses may be repeated for credit when the topics vary, but not more than 6 hours, regardless of discipline, will apply to a bachelor's degree.

4993 Honors Thesis

3 hours credit. Prerequisite: Enrollment limited to honors program students with sponsorship by a division faculty member.

Supervised research and preparation of an honors thesis. May be repeated once for credit with adviser's approval. No more than 3 credit hours can apply toward Information Systems major requirements.

DIVISION OF ECONOMICS AND FINANCE

Bachelor of Business Administration Degree in Economics

The minimum semester hours for this degree is 126. In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete 36 additional semester hours. Thirty-nine of the total semester hours required for the degree must be at the upper-division level.

A. 21 upper-division semester hours in the major:

ECO	3033	Economics of Managerial Decisions
ECO	3053	Aggregate Economic Analysis
ECO	3113	Introduction to Mathematical Economics
ECO	3123	Forecasting Techniques in Business and Economics

9 additional hours of ECO upper-division electives.

B. 15 semester hours of support work:

ACC	2043	Introduction to Accounting Topics
ACC	3023	Intermediate Financial Accounting I

3 hours of College of Business upper-division electives.
6 semester hours of electives which must be taken outside the College of Business.

Bachelor of Arts Degree in Economics

The minimum semester hours for this degree is 120. In addition to the Core Curriculum requirements, all candidates for the degree must complete 66 additional semester hours. Thirty-nine of the total semester hours required for the degree must be at the upper-division level.

A. 30* semester hours of required courses in the major:

ECO	2013	Introductory Macroeconomics
ECO	2023	Introductory Microeconomics
ECO	3013	Theory of Price
ECO	3053	Aggregate Economic Analysis
ECO	3113	Introduction to Mathematical Economics
ECO	3123	Forecasting Techniques in Business and Economics

12 additional semester hours in economics, as approved by the student's adviser.

*Only 27 semester hours are outside the Core Curriculum. ECO 2013 satisfies the Domain II Core Curriculum requirement.

- B. 24 semester hours of support work (students wishing to pursue a graduate degree in Economics should consult with a faculty adviser in Economics when planning their support work):

6 required semester hours:

ACC	2013	Accounting Principles I
ACC	2033	Accounting Principles II

18 semester hours distributed as follows:

6 semester hours in the College of Business.

12 semester hours of social science, to be selected from American Studies (AMS), Anthropology (ANT), Bicultural-Bilingual Studies (BBL), Criminal Justice (CRJ), Geography (GRG), History (HIS), Political Science (POL), Psychology (PSY), Sociology (SOC), and Social Science (SSC).

- C. 15 semester hours to be taken as follows:

COM	1043	Introduction to Communication
STA	1063	Basic Statistics for Business and Economics
9 semester hours of free electives		

Minor in Economics

All students pursuing the minor in Economics must complete 18 semester credit hours:

- A. 6 semester hours of required courses:

ECO	2013	Introductory Macroeconomics
ECO	2023	Introductory Microeconomics

- B. 12 additional hours of upper-division economics courses.

To declare a minor in Economics, to obtain advice, and to seek approval of substitutions for course requirements, students must consult the College of Business Advising Office.

COURSE DESCRIPTIONS ECONOMICS (ECO)

- 2003 Introduction to Political Economy**
(3-0) 3 hours credit.
A nontechnical introduction to economic analysis and its application to current economic issues such as inflation, unemployment, taxation, economics concentration and power, energy, health and welfare, and international commerce. May not be counted toward a major in Economics, but may be counted as a free elective for College of Business students. [TCCN: ECON 1301.]
- 2013 Introductory Macroeconomics**
(3-0) 3 hours credit. Prerequisite: Placement into a college level mathematics course.
Economic analysis at the national level, including the determination of aggregate income and employment, operation of the domestic and international monetary systems, short-term income fluctuations, and long-term economic growth. [TCCN: ECON 2301.]
- 2023 Introductory Microeconomics**
(3-0) 3 hours credit. Prerequisite: Placement into a college level mathematics course.
An introduction to the economic theory of decision making by consumers and business firms; an analysis of the domestic and international market systems and their roles in allocating goods and services; and problems of market failure. [TCCN: ECON 2302.]
- 3013 Theory of Price**
(3-0) 3 hours credit. Prerequisites: ECO 2013, 2023, and MAT 1033, or their equivalents.
Operations of individual markets; market structure; theory of the firm; theory of production; demand theory; general equilibrium and welfare economics.
- 3033 Economics of Managerial Decisions**
(3-0) 3 hours credit. Prerequisites: ECO 2013, 2023, and MAT 1033, or their equivalents.
Managerial economic decisions in firms and related entities. Topics include demand analysis, least-cost production, profit strategy, the influence of various market structures on the firm, advanced issues in pricing, and the impact of the international sector.
- 3053 Aggregate Economic Analysis**
(3-0) 3 hours credit. Prerequisites: ECO 2013 and 2023, or their equivalents.
Analysis of the measurement, determination, and control of aggregate economic activity; the monetary system in relation to income and employment; short-term income fluctuations; and long-term growth.

- 3113 Introduction to Mathematical Economics**
(3-0) 3 hours credit. Prerequisites: Completion of or concurrent enrollment in ECO 3013, 3033, 3053, or an equivalent; MAT 1033 or an equivalent; or consent of instructor.
Mathematical formulations of economic theory; mathematical treatment of optimizing behavior; applications to consumer and business firm theory; and emphasis on understanding of analytical techniques.
- 3123 Forecasting Techniques in Business and Economics**
(3-0) 3 hours credit. Prerequisites: MAT 1033, STA 1063, and IS 3003, or their equivalents.
Measurement in economics and business that strives to mix the development of technique with its application to economic analysis. Major topics include the nature of economic and business data, specific forms of modeling and forecasting, and the use of microcomputer programs in econometric modeling and forecasting.
- 3163 Development of Economic Thought**
(3-0) 3 hours credit.
Evolution of economic theory and doctrine; contributions to economic thought from ancient times to the present; and emphasis on institutional forces shaping the continuum of economic thinking.
- 3183 Economic Development of the United States**
(3-0) 3 hours credit. Prerequisite: ECO 2013, 2023, or an equivalent.
The growth of the American economy from colonial times to the present. Special emphasis on the market forces, institutional arrangements, and policies contributing to this process.
- 3193 The International Economy**
(3-0) 3 hours credit. Prerequisite: ECO 2013, 2023, an equivalent, or consent of instructor.
Principles of international trade; significance of geographic, economic, social, and political influences; current problems in international trade and payments; tariffs and commercial policy; and the role of international organizations.
- 3213 Government Regulation of Industry**
(3-0) 3 hours credit. Prerequisite: ECO 2023, an equivalent, or consent of instructor.
Theory and practice of governmental regulation, deregulation, and privatization; economic, legal, and ethical concerns regarding private sector output and pricing as influenced by public policy and marketing structure.
- 3253 Economics of Public and Social Issues**
(3-0) 3 hours credit. Prerequisite: ECO 2013, 2023, an equivalent, or consent of instructor.
A seminar on applying economic reasoning and models to a wide variety of public, ethical, and social issues. Uses advanced techniques in political economy.

- 3263 Industrial Organization**
(3-0) 3 hours credit. Prerequisite: ECO 2023 or an equivalent.
Theory and empirical evidence relating to the structure of American industry and its effect on the firm's conduct and performance, government policy, and regulation.
- 3273 Public Choice and the Public Finances**
(3-0) 3 hours credit. Prerequisites: ECO 2013 and 2023.
Definition of public goods and the application of economic models to the public sector. Analysis of government expenditure policy, including various budgeting frameworks and cost-benefit analysis. Investigation of sources of government revenue, including taxation and incidence concepts.
- 3283 Labor Economics**
(3-0) 3 hours credit. Prerequisite: ECO 2013, 2023, an equivalent, or consent of instructor.
Theories of wages and employment determination. U.S. labor history, comparative labor movements, and contemporary labor problems.
- 4273 Environmental and Resource Economics**
(3-0) 3 hours credit. Prerequisite: ECO 2023 or an equivalent.
Economic principles applied to natural resource and environmental problems; relationship of market and non-market forces to environmental quality and demands for natural resources; and development of tools for policy analysis.
- 4283 Economics of Employment and Training**
(3-0) 3 hours credit. Prerequisite: ECO 2023 or an equivalent.
Economics of human resource development; examination of programs for training and upgrading of workers; barriers to skill development and job entry; and formulation of public policies on human resources.
- 4293 Economics of Discrimination and Poverty**
(3-0) 3 hours credit. Prerequisite: ECO 2023, an equivalent, or consent of instructor.
Economic and non-economic implications of discrimination on the basis of race and sex; discrimination in the labor and commodity markets; problems of educational training, unemployment, and personal income distribution.
- 4303 Economic Problems of Developing Countries**
(3-0) 3 hours credit. Prerequisite: ECO 2013, an equivalent, or consent of instructor.
Specific economic problems of developing countries and national groupings; basic approaches to economic development; major proposals for accelerating development; role of planning; and trade, aid, and economic integration.
- 4463 Medical and Health Economics**
(3-0) 3 hours credit. Prerequisite: ECO 2023 or an equivalent.
Economic analysis of medical and health services. Physician and dentist pricing; hospital supply; markets in health-related professions; drug and equipment markets; medical and health insurance; and national priorities and policy for health service delivery.

4913 Independent Study

3 hours credit. Prerequisites: Permission in writing (form available) of the instructor, the student's adviser, the Division Director, and the Dean of the College of Business.

Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 Internship in Economics

3 hours credit. Prerequisite: 12 hours of upper-division economics and permission in writing (form available) of the instructor, the student's adviser, the Division Director, and the Dean of the College of Business.

This opportunity for work experience in research or applied economics may be undertaken either in private business or a public agency; opportunities are developed in consultation with the faculty adviser and Division Director and require approval of both. This course will not count as a required economics course. Internships may be repeated (a total of 6 hours) provided the internships are with different organizations.

4953 Special Studies in Economics

(3-0) 3 hours credit. Prerequisite: Consent of instructor.

An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Studies courses may be repeated for credit when the topics vary, but not more than 6 hours, regardless of discipline, will apply to a bachelor's degree.

4993 Honors Thesis

3 hours credit. Prerequisite: Enrollment limited to honors program students with sponsorship by a division faculty member.

Supervised research and preparation of an honors thesis. May be repeated once for credit with adviser's approval.

Bachelor of Business Administration Degree in Finance

The minimum number of hours for this degree is 129. In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete 42 additional semester hours.

A. 18 upper-division semester hours in the major:

FIN 3033 Principles of Investment

FIN 3313 Money and Banking

12 additional hours of FIN electives.

B. 24 semester hours of support work:

- ACC 3023 Intermediate Financial Accounting I
- ACC 3033 Intermediate Financial Accounting II
- ACC 3123 Cost Analysis
- ECO 3033 Economics of Managerial Decisions
- 3 hours of College of Business upper-division electives.
- 9 semester hours of electives which must be taken outside the College of Business.

Minor in Finance

All students pursuing the minor in Finance must complete 27 semester credit hours:

A. 18 semester hours of required courses:

- ACC 2013 Accounting Principles I
- ACC 2033 Accounting Principles II
- FIN 3013 The Finance Function
- FIN 3033 Principles of Investment
- FIN 3313 Money and Banking
- MAT 1033 Algebra with Calculus for Business

B. 9 additional hours of upper-division finance electives.

To declare a minor in Finance, to obtain advice, and to seek approval of substitutions for course requirements, students must consult the College of Business Advising Office.

COURSE DESCRIPTIONS

FINANCE

(FIN)

2003 Personal Finance

(3-0) 3 hours credit.

A nontechnical course examining various aspects of budgeting, banking, real estate, insurance, consumer credit, and retirement plans from the individual's point of view. May not be applied toward a major in Finance but may be counted as a free elective for College of Business students. [TCCN: BUSI 1307]

3013 The Finance Function

(3-0) 3 hours credit. Prerequisites: ACC 2013, 2033, and MAT 1033, or their equivalents.

Introduction to financial management techniques for efficient use of working capital, sources and uses of funds, and fixed assets, as well as capital investment analysis and financing alternatives. Includes examination of factors relating to risk, dividend policy, and financial instruments that must be considered in formulating successful corporate policy in an internationally competitive environment.

3023 Corporate Finance

(3-0) 3 hours credit. Prerequisite: FIN 3013 or an equivalent.

Advanced discussion of subjects essential to corporate financial management, including short-term credit policies, capital budgeting, risk, sources of long-term funds, financial leverage, and the cost of capital. Special topics such as mergers, bankruptcy, and reorganization will also be considered.

3033 Principles of Investment

(3-0) 3 hours credit. Prerequisite: FIN 3013 or an equivalent.

Introduction to securities markets; analysis of securities issued by corporations in various industries by intermediaries and federal, state, and municipal governments; investment management in the light of tax considerations, timing, and selected portfolio needs.

3043 Capital Structure and Budgeting

(3-0) 3 hours credit. Prerequisite: FIN 3013 or an equivalent.

Application of long-term economic decision analysis to financial planning in both profit and non-profit institutions; development of allocation criteria for sources and uses of scarce financial resources. (Formerly FIN 4403. Credit may not be earned for both FIN 3043 and FIN 4403.)

3313 Money and Banking

(3-0) 3 hours credit. Prerequisite: ECO 2013 or an equivalent.

Elements of monetary theory; relationships between money, prices, production, and employment; factors determining money supply; and operation of capital markets with reference to the United States.

3403 Cases in Financial Management

(3-0) 3 hours credit. Prerequisites: FIN 3033 and 3313, or their equivalents.

Advanced analysis of financial cases based on actual business problems and the application of financial theory and techniques are used to illustrate the process required to formulate financial decisions.

3413 Financial Markets

(3-0) 3 hours credit. Prerequisite: FIN 3313 or an equivalent.

Analysis of financial management principles, theories, and techniques as they apply to the peculiarities of the financial firm; emphasis on asset and liability management in a changing environment of regulation, competition, and financial intermediation.

3423 Security Analysis (3-0)

3 hours credit. Prerequisite: FIN 3033 or an equivalent.

Advanced financial analysis; examination of statements and supplementary data of industrial, commercial, financial intermediary, and public enterprises; preparation of reports relevant to achieving an understanding of financial management policies.

- 3433 Principles of Real Estate**
(3-0) 3 hours credit.
General introduction to the subject matter and terminology of real estate as a business and profession; federal, State, and local laws governing housing discrimination, equal credit opportunity, and community reinvestment.
- 4313 Commercial Bank Management**
(3-0) 3 hours credit. Prerequisite: FIN 3313 or an equivalent.
Direction and coordination of the various functions of the commercial bank, including money position, lending, capital management, and trust and auxiliary functions.
- 4423 Investment Portfolio Management**
(3-0) 3 hours credit. Prerequisite: FIN 3033 or an equivalent.
Application of investment principles to management of investment portfolios of individuals and institutions; consideration of business cycles, investment constraints, portfolio construction, investment timing, and securities selection.
- 4523 Introduction to Risk Management**
(3-0) 3 hours credit. Prerequisite: FIN 3013 or consent of instructor.
Analysis of risk management tools as an integral part of corporate financial decisions; alternatives for spreading risk such as insurance, retention funds, and external funds.
- 4613 Introduction to International Finance**
(3-0) 3 hours credit. Prerequisite: FIN 3013 or an equivalent.
Study of underlying forces in international financial relations and the unique problems of international trade, investments, and operations; examination of multinational business finance and its economic, legal, and political dimensions.
- 4713 Mortgage Banking and Real Estate Finance**
(3-0) 3 hours credit. Prerequisites: FIN 3013 and 3433 or 3033, or consent of instructor.
Planning, structure, and analysis of real estate financing from the viewpoints of both the users and suppliers of funds; examination of various techniques and legal instruments; institutional constraints and their effects on real estate lending activities; and federal, State, and local laws governing housing discrimination, equal credit opportunity, and community reinvestment.
- 4723 Real Estate Investment**
(3-0) 3 hours credit. Prerequisites: FIN 3013 and 3433 or 3033, or consent of instructor.
Analysis of real estate investment alternatives; feasibility and site analysis; tax considerations; income and expense analysis; discounted cash flow analysis; profitability measurement; and forms of ownership. (Formerly FIN 3503. Credit may not be earned for both FIN 3503 and FIN 4723.)

4813 Property–Liability Insurance Finance

(3-0) 3 hours credit. Prerequisite: FIN 3013 or an equivalent.

Analysis and management of risk and insurance, including the insurance contract, property insurance, liability insurance, business insurance, the insurance agency, financial structure and management of property–liability companies, and contemporary problems of property–liability insurance.

4823 Life and Health Insurance Finance

(3-0) 3 hours credit. Prerequisite: FIN 3013 or an equivalent.

Philosophy of the life risk is developed, as well as an understanding of the special character of life and health insurance, human life value, the customary and special uses of life insurance, and the history of life insurance companies. Life, health, and disability insurance contracts are investigated in addition to term and whole life insurance, agency structure, and current issues of life and health insurance.

4853 Real Estate Appraisal

(3-0) 3 hours credit. Prerequisites: FIN 3013 and 3433, their equivalents, or consent of instructor.

Functions and methods of property valuation, including comparable sales analysis, cost depreciation analysis, and income capitalization; residential and income property appraisal techniques and reporting.

4873 Computer Modeling of Financial Applications

(3-0) 3 hours credit. Prerequisites: FIN 3013 and IS 3003, or their equivalents.

Provides the opportunity to develop computer modeling skills and techniques for analyzing financial situations encountered in business. Corporate decisions such as the analysis of financial statements, financial planning and forecasting, capital budgeting, and financing alternatives are modeled. Investment analysis topics include the valuation of stocks, bonds, and options, as well as performance analysis and portfolio management. Simulation techniques examine financial issues involving uncertainty.

4913 Independent Study

3 hours credit. Prerequisites: Permission in writing (form available) of the instructor, the student's adviser, the Division Director, and the Dean of the College of Business.

Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 Internship in Finance

3 hours credit. Prerequisites: 12 hours of upper-division finance courses and permission in writing (form available) of the instructor, the student's adviser, the Division Director, and the Dean of the College of Business.

The opportunity for work experience in research of financial operations, including real estate and insurance; may be undertaken in either private business or a public agency; opportunities are developed in consultation

with the faculty adviser and Division Director and require approval of both. This course will not count toward the 21 hours of required finance courses. Internships may be repeated twice (a total of 6 hours) provided the internships are with different organizations.

4953 Special Studies in Finance

(3-0) 3 hours credit. Prerequisite: Consent of instructor.

An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Studies courses may be repeated for credit when the topics vary, but not more than 6 hours, regardless of discipline, will apply to a bachelor's degree.

4993 Honors Thesis

3 hours credit. Prerequisite: Enrollment limited to honors program students with sponsorship by a division faculty member.

Supervised research and preparation of an honors thesis. May be repeated once for credit with adviser's approval.

COURSE DESCRIPTIONS BUSINESS LAW (BLW)

2003 Gender Law

(3-0) 3 hours credit.

The administrative agency, judicial decisions, and legislation involving gender issues, including women and children, women and marriage, and women in the work place.

3013 Business Law

(3-0) 3 hours credit.

The contemporary environment of business law, including the origin and development of law, the law of contracts and Article 2 of the Uniform Commercial Code, the judicial processes, and an introduction to the legal structure of business organizations and related topics in light of social, ethical, political, economic, and global perspectives.

3023 Business Organizations and Commercial Law

(3-0) 3 hours credit. Prerequisite: BLW 3013 or an equivalent.

Detailed study of topics under the Uniform Commercial Code, commercial paper, documents of title, investment contracts, secured transactions, and also bankruptcy, securities regulations, accountants' liability, and the legal operation of the general and limited partnership and the business corporation.

3213 Legal Relations of Business

(3-0) 3 hours credit. Prerequisite: BLW 3013 or an equivalent.

Study of government regulations affecting employees and employers, competition, unfair and deceptive trade practices, and social responsibilities of business; regulation of property through wills, trusts and estates, deeds

and mortgages, and other related legal mechanisms; and the current trends of government regulation of business, particularly as affected by social, political, and ethical perspectives, including an introduction to international law.

3423 Insurance Law

(3-0) 3 hours credit. Prerequisite: BLW 3013 or an equivalent.

Offers the opportunity to learn the fundamentals of insurance law, including the concept of insurance, the marketing of insurance, indemnity and subrogation, protected interests and persons, identification of risk, problematic insurance policy provisions, the process of claims and settlements, insurance regulations, and the resolution of disputed claims.

3523 Real Estate Law

(3-0) 3 hours credit. Prerequisite: BLW 3013 or an equivalent.

Legal environment of real property ownership, transfer and legal brokerage; estates in land; sales contracts; mortgage transactions; title conveyances; landlord and tenant; restrictions and zoning; eminent domain; federal, State, and local laws governing housing discrimination; and equal opportunity and community reinvestment.

4153 Tourism Law

(3-0) 3 hours credit. Prerequisite: BLW 3013 or an equivalent.

An investigation of the legal aspects of the accommodation, attraction, destination management organizations, restaurant, and transportation industries.

4913 Independent Study

3 hours credit. Prerequisite: Permission in writing (form available) of the instructor, the student's adviser, the Division Director, and the Dean of the College in which this course is offered.

Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4953 Special Studies in Business Law

(3-0) 3 hours credit. Prerequisite: Consent of instructor.

An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Studies courses may be repeated for credit when the topics vary, but not more than 6 hours, regardless of discipline, will apply to a bachelor's degree.

DIVISION OF MANAGEMENT AND MARKETING

Bachelor of Business Administration Degree in Management with a Concentration in International Business

The minimum number of semester hours required for this degree is 120. In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following additional semester hours.

- A. 15 upper-division semester hours of international courses in the College of Business:

ECO	3193	The International Economy
FIN	4613	Introduction to International Finance
MGT	4073	International Management
MKT	4073	International Marketing

3 semester hours to be selected from the following:

ACC	3143	International Accounting
ECO	4303	Economic Problems of Developing Countries
ECO	4953	Special Studies in Economics (international courses)
MGT	4083	Comparative International Management Practices
or other international business elective as approved by the College of Business advising office.		

- B. 6 semester hours of support work within the College of Business:

ACC	2043	Introduction to Accounting Topics
MGT	3023	Organizational Behavior

- C. 9 semester hours of directed elective support work outside the College of Business, as follows (some of these courses may be taken to fulfill Core Curriculum requirements):

3 semester hours from the following:

GRG	1023	World Regional Geography*
GRG	3123	Geography of Latin America
GRG	3213	Cultural Geography
GRG	3613	Conservation of Resources
GRG	3633	Geography of Development

3 semester hours from the following:

HIS	2533	Introduction to Latin American Civilization
HIS	2543	Introduction to Islamic Civilization
HIS	2553	Introduction to East Asian Civilization

HIS	2563	Introduction to European Civilization
HIS	2573	Introduction to African Civilization
HIS	3283	Twentieth-Century Europe
HIS	3303	History of Mexico
HIS	3523	European Cultural History
HIS	3823	History of American Foreign Policy
IDS	2213	World Civilization Since the Fifteenth Century*

3 semester hours from the following:

POL	2083	Current Issues in World Politics
POL	2603	International Politics
POL	2633	Comparative Politics
POL	3393	Latin-American Politics
POL	3403	European Politics
POL	3433	Governments and Politics of Southeast Asia
POL	3443	Governments and Politics of East Asia
POL	3493	Politics of the Middle East

* This course also meets part of the Core Curriculum requirement.

Bachelor of Business Administration Degree in Management with a Concentration in Leadership and Administration

The minimum number of semester hours required for this degree is 120. In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following additional semester hours.

A. 15 required upper-division semester hours in the major:

MGT	3023	Organizational Behavior
MGT	4073	International Management
MGT	4203	Business and Society
MGT	4213	Advanced Organization Theory
MS	4343	Production/Operations Management
		or
MS	4363	Quality Management and Control

B. 6 semester hours of support work within the College of Business:

ACC	2043	Introduction to Accounting Topics
FIN	3313	Money and Banking

C. 3 semester hours of communication taken from the following:

COM	2113	Public Speaking
COM	2343	Introduction to Mass Communications
Any upper-division course in communications (COM).		

- D. 6 hours of College of Business upper-division electives. These 6 hours are in addition to the Core Curriculum and CBK requirements.

Bachelor of Business Administration Degree in Management with a Concentration in Building/Development

The degree is offered with joint support of the Architecture program. Architecture courses are described under the Division of Art and Architecture. The minimum number of semester hours for this degree is 135.

Students with a concentration in Building/Development must complete PHY 1603 and PHY 1623: General Physics I and II, to meet the science requirement of their Core Curriculum requirements.

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following additional semester hours.

A. 15 upper-division semester hours of courses:

ARC	3203	Housing and Land Development
ARC	4613	Construction Management
FIN	3433	Principles of Real Estate
FIN	4713	Mortgage Banking and Real Estate Finance
BLW	3523	Real Estate Law

B. 24 semester hours of support work:

ACC	2043	Introduction to Accounting Topics
ARC	2213	Construction Materials and Concepts
ARC	4013	Building Construction Estimating
ARC	4113	Project Development
ARC	4513	Professional Practice
FIN	4723	Real Estate Investment
GRG	3523	Introduction to Urban Planning
MGT	3023	Organizational Behavior

C. 6 additional semester hours of electives to be selected from the following:

ARC	4223	Computer Applications in Design
ARC	4233	Computer Projects in Design
ARC	4333	Practicum

Minor in Management

The minor in Management is for business majors only. All students pursuing the minor in Management must complete 18 semester credit hours:

A. 9 semester hours of required courses:

MGT	3013	Introduction to Organization Theory, Behavior, and Management
MGT	3023	Organizational Behavior
MGT	3043	Business Communications

B. 9 semester hours selected from the following:

MGT	3123	Organizational Communications
MGT	3253	Interpersonal Communication
MGT	3613	Personnel Administration
MGT	4073	International Management
MGT	4203	Business and Society
MGT	4213	Advanced Organization Theory
MGT	4233	Current Topics in Leadership and Administration
MGT	4863	Ethical and Social Issues in Management
MGT	4883	Small Business Management

To declare a minor in Management and to seek approval of courses, students should consult any full-time management faculty. Advisement and other questions should be directed to the College of Business Advising Office.

Bachelor of Business Administration Degree in Management Science

The minimum number of semester hours required for this degree is 120. Management Science is a general discipline which supports and supplements human decision-making abilities. It uses computers, mathematics, and statistics for the purposes of analyzing, understanding, visualizing, and interpreting data. It seeks to provide a rational basis for decision analysis across a broad spectrum of decision problems.

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following additional semester hours.

A. 12 semester hours of required management science courses:

MS	3063	Decision Support Systems for Management
MS	4323	Simulation Applications in Business
MS	4343	Production/Operations Management
MS	4573	Management Science Applications in Business

B. 18 semester hours of electives to be chosen from the following:

A minimum of 6 hours must be MS courses

MS	3023	Quantitative Methods in Business
MS	3313	Statistical Applications in Business
MS	4363	Quality Management and control
MS	4583	Current Technology: Issues in Business
MS	4913	Independent Study
MS	4933	Internship in Management Science
MS	4953	Special Studies in Management Science
CS	2083	Microcomputer Applications
ECO	3113	Introduction to Mathematical Economics
ECO	3123	Forecasting Techniques in Business and Economics
FIN	4873	Computer Modeling of Financial Applications
IS	3063	Data Base Management for Information Systems
IS	3233	An Interdisciplinary Approach to Decision Making
MGT	3613	Personnel Administration
MKT	3023	Marketing Analysis for Decision Making
MKT	3083	Marketing Research
MKT	4183	Advanced Market Research

In order for a student to substitute another course for one of the above electives, the student must submit a petition to the Business Advising Office and receive approval from any Management Science full-time faculty member prior to registering for the course.

Minor in Management Science

The minor in Management Science is for business majors only. All students pursuing the minor in Management Science must complete 18 semester hours:

A. 6 semester hours of required Management Science courses:

MS	3033	Management Science and Production Management
MS	4573	Management Science Applications in Business

B. 12 semester hours of electives to be chosen from the following:

A minimum of 6 hours must be MS courses

MS	3023	Quantitative Methods in Business
MS	3063	Decision Support Systems for Management
MS	3313	Statistical Applications in Business
MS	4323	Simulation Applications in Business
MS	4343	Production/Operations Management
MS	4363	Quality Management and control
MS	4583	Current Technology: Issues in Business
MS	4913	Independent Study

MS	4933	Internship in Management Science
MS	4953	Special Studies in Management Science
CS	2083	Microcomputer Applications
ECO	3113	Introduction to Mathematical Economics
ECO	3123	Forecasting Techniques in Business and Economics
FIN	4873	Computer Modeling of Financial Applications
IS	3063	Data Base Management for Information Systems
IS	3233	An Interdisciplinary Approach to Decision Making
MGT	3613	Personnel Administration
MKT	3023	Marketing Analysis for Decision Making
MKT	3083	Marketing Research
MKT	4183	Advanced Market Research

In order for a student to substitute another course for one of the above electives, the student must submit a petition to the Business Advising Office and receive approval from any Management Science full-time faculty member prior to registering for the course.

Bachelor of Business Administration Degree in Human Resource Management

The minimum number of semester hours required for this degree is 120. In addition to the Core Curriculum Requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete 30 additional semester hours.

A. 21 upper-division semester hours in the major:

MGT	3613	Personnel Administration
MGT	3623	Compensation Administration
MGT	4633	Labor Relations
MGT	4643	Human Resources Law
MGT	4803	Human Resources Management

6 additional semester hours in Human Resource Management, as approved by the student's faculty adviser.

B. 9 hours of support work:

ENG	2413	Technical Writing
COM	2113	Public Speaking

3 hours from the following:

ECO	3283	Labor Economics
MGT	3023	Organizational Behavior
PSY	3203	Industrial and Organizational Psychology
POL	3703	Personnel Administration in the Public Sector
MGT	4703	Personnel Management in Tourism

Bachelor of Business Administration Degree in Tourism Management

The minimum number of semester hours required for this degree is 129. In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete the following additional semester hours.

A. 15 upper-division semester hours in the major:

MGT	3703	Survey of the Tourism/Hospitality Industry
MKT	3733	Tourism Marketing
MGT	4703	Personnel Management in Tourism
MGT	4783	Management Strategies in Tourism

3 additional hours from the following:

MGT	3713	Accommodations Management
MGT	3723	Attractions Management
MGT	3733	Restaurant Management
MGT	3743	Destination Management

B. 6 additional hours of support work:

ACC	2153	Accounting for the Tourism Industry
BLW	4153	Tourism Law

C. 6 additional hours of tourism-related course work from the following:

MGT	3713	Accommodations Management
MGT	3733	Restaurant Management
MGT	3723	Attractions Management
MGT	3743	Destination Management
MGT	4713	International Tourism
MGT	4723	Public Policy Analysis and the Tourism Industry
MGT	4933	Internship

D. Work experience requirement:

In addition to formal course work, students are required to complete a minimum of 800 clock hours of practical work experience in the tourism industry. Both paid and volunteer hours may apply. Students may not apply any Internship hours toward this requirement. Work experiences should be varied (a minimum of three different types of work), technical hands-on, and in a business that directly serves tourists. Work experience guidelines are available in the COB Advising Office and the COB Dean's Office.

E. 12 hours of non-business upper-division electives as approved in writing by any Tourism Management full-time faculty in the Division of Management and Marketing.

COURSE DESCRIPTIONS MANAGEMENT (MGT)

- 3013 Introduction to Organization Theory, Behavior, and Management**
(3-0) 3 hours credit.
A study of the complex role managers play in creating and maintaining organizations. Organization theory and behavior are explored within the context of changing technological, social, and political/legal environments and the internationalization of the economy. Some introduction to strategic analysis, planning and decision making. Attention is given to the ethical dimensions of management and social responsibility.
- 3023 Organizational Behavior**
(3-0) 3 hours credit. Prerequisite: MGT 3013.
A critical examination of behavioral theory as it relates to the management of individuals, dyads, and groups in organizations. Investigation of the organization as an open system of tasks, structures, tools, and people in states of continuous change.
- 3043 Business Communications**
(3-0) 3 hours credit. Prerequisite: MGT 3013.
Introduction to the basic interpersonal communication process through the written medium, with practical applications for business organizations. Emphasis is on planning, researching, organizing, writing, editing and revising reports and proposals and other business-related messages. Linking meaning and understanding between writer and reader is stressed through audience analysis. Oral presentations are required. The role of ethics in business communication is explored.
- 3123 Organizational Communication**
(3-0) 3 hours credit. Prerequisites: MGT 3013 and 3023.
Introduction to organizational communication and its relevance to the survival of today's businesses. Examine communication models, perspectives and concepts; barriers to effective communication; group and interpersonal communication; and information flows through the formal and informal networks of organizations. The course will also stress the means of evaluating organizational communication effectiveness.
- 3253 Interpersonal Communication**
(3-0) 3 hours credit. Prerequisite: MGT 3043.
Dynamics of interpersonal communication. The course stresses the social context of communication and gives emphasis to the effects of status, rank, culture, group affiliation, attraction, etc., on the communicating parties. Both verbal and non-verbal interactions are explored in terms of consequences to the communication process.

- 3613 Personnel Administration**
(3-0) 3 hours credit. Prerequisite: MGT 3013.
Analysis of the management of personnel systems, with special focus on policy and planning considerations. Designed to provide a comprehensive understanding of the functional areas of personnel and the integration of these functions into an effective and efficient personnel system.
- 3623 Compensation Administration**
(3-0) 3 hours credit. Prerequisite: MGT 3613 or consent of instructor.
Development and administration of wage and salary programs for organizations. Emphasis upon objectives, policies, organization, and control of compensation systems.
- 3703 Survey of the Tourism/Hospitality Industry**
(3-0) 3 hours credit.
Historical development and organizational structure of the tourism/hospitality industry.
- 3713 Accommodations Management**
(3-0) 3 hours credit.
A managerial overview of the accommodations industry, history, development and types of accommodation facilities with emphasis on the concepts of organizational behavior and quality management as they relate to the operational, financial, and marketing functions.
- 3723 Attractions Management**
(3-0) 3 hours credit.
A managerial overview of the attractions industry, history, development, and types of commercial attractions with emphasis on the concepts of organizational behavior and quality management as they relate to the operational, financial, and marketing functions.
- 3733 Restaurant Management**
(3-0) 3 hours credit.
A study of the procedures to research, develop, and operate a restaurant from concept to opening with emphasis on market research, site development, financial feasibility, operations and system analysis.
- 3743 Destination Management**
(3-0) 3 hours credit.
The management and planning concepts necessary to successfully manage conventions and visitors bureaus, regional tourism associations, and state tourism offices.
- 4073 International Management**
(3-0) 3 hours credit. Prerequisite: MGT 3013.
Management in a multinational context. The study of international business strategy, structure, organization options, staffing, communications, cultural dimensions, and different countries' objectives and political/legal frameworks. Emphasis on thinking globally and competitively.

- 4083 Comparative International Management Practices**
(3-0) 3 hours credit. Prerequisite: MGT 3013.
The study of management practices of other countries, including their cultural, social, political/legal, and industrial economic perspectives. Emphasis on different international regions at different times and their impact on American and global management practices.
- 4203 Business and Society**
(3-0) 3 hours credit. Prerequisite: Upper-division standing in the College of Business or consent of instructor.
A study of the impact of societal influences on the business decision-making process. Special attention given to business-government relationships and the role of the organization in the community.
- 4213 Advanced Organization Theory**
(3-0) 3 hours credit. Prerequisites: MGT 3013, 3023, and 3043.
Study of the antecedents and consequences of organizational design and structure. Emphasis on the implications for managing behavior in a rapidly-changing, global environment.
- 4233 Current Topics in Leadership and Administration**
(3-0) 3 hours credit. Prerequisites: MGT 3013 and 3023.
Analysis of current trends, issues, or events affecting the management of organizations in complex and changing environments. May be repeated for credit when topics vary.
- 4623 Recruiting and Selection**
(3-0) 3 hours credit. Prerequisite: MGT 3613.
Focus is on the recruiting and selection processes in organizations. Emphasis is placed on topics such as needs analysis, selection techniques, recruitment sources, and legal issues. Additional emphasis is placed on research techniques in human resources management.
- 4633 Labor Relations**
(3-0) 3 hours credit. Prerequisites: MGT 3613.
A contemporary analysis of the union-management relationship in both business and non-business organizations. Topics include union organizing activities, collective bargaining, and agreement administration.
- 4643 Human Resources Law**
(3-0) 3 hours credit. Prerequisite: MGT 3613.
An analysis of historical and contemporary laws in the United States which affect the personnel function. Integration of labor and employment law with the social and economic forces shaping the current labor-management environment.

- 4663 Training and Safety**
(3-0) 3 hours credit. Prerequisite: MGT 3613.
A study of the process of attaining effective work performance. The course exposes students to training techniques which may be used to improve work performance and to the legal requirements for providing a safe work environment.
- 4703 Personnel Management in Tourism**
(3-0) 3 hours credit.
Examination and analysis of personnel management as it relates specifically to all levels of a tourism enterprise with an emphasis on accommodations, attractions, destination management organizations, and restaurants.
- 4713 International Tourism**
(3-0) 3 hours credit. Prerequisite: MGT 3013 and ECO 2023.
The social, economic, and cultural effects of tourism on societies and the management of tourism investments.
- 4723 Public Policy Analysis and the Tourism Industry**
(3-0) 3 hours credit.
Theories which attempt to explain public policy formulation at the local, state, and federal level affecting the tourism industry and guidelines on how to assure that a tourism enterprise is in compliance with administrative rules and regulations.
- 4783 Management Strategies in Tourism**
(3-0) 3 hours credit. Prerequisite: Completion of Work Experience Requirement.
Emphasis on strategic considerations as a guide to complex managerial problems in a tourism enterprise with an emphasis on accommodations, attractions, destination management organizations and restaurants.
- 4803 Human Resources Management**
(3-0) 3 hours credit. Prerequisites: MGT 3613, 3623, and 4633, or their equivalents.
Focuses on federal legislation applicable to selection and promotion decisions, methods of validating selection procedures, implementation of affirmative action programs, and methods of forecasting future human resource requirements. Emphasis is placed upon integrating these functions and others into an overall personnel policy.
- 4813 Current Topics in Human Resource Management**
(3-0) 3 hours credit. Prerequisite: Consent of instructor.
Analysis of current trends in human resources management. Critical analysis of personnel/human resources. Primary consideration given to developments in theory and activities of regulating agencies and the courts. Analysis of ethical, social, and public policy aspects of personnel management. May be repeated for credit when topics vary.

4863 Ethical and Social Issues in Management

(3-0) 3 hours credit. Prerequisite: Upper-division standing in the College of Business or consent of instructor.

Challenges students to order their thoughts, values, and behavior in operational, directional, and constitutional contexts. Develops a moral frame of reference offering both individual and operational guidance contributing to social justice.

4883 Small Business Management

(3-0) 3 hours credit. Prerequisites: MGT 3013 and MKT 3013.

Focuses on the operation of small businesses. Analyzes the accounting, finance, production, and marketing functions as they pertain to entrepreneurial endeavors. Develops overall managerial awareness and analytical skills in small-business problem solving. Provides an opportunity to work with a small business as a student consultant.

4893 Management Strategy and Policy

(3-0) 3 hours credit. Prerequisites: Semester of graduation and consent of instructor.

A study of the processes involved in the formulation and implementation of policy and strategy in realistic organizational settings. Students are required to integrate their functional knowledge with the social, political, ethical, technological, and international dimensions of managerial decision making and relate it to problems concerning the relationship between the total organization and its environment. Creative skills of analysis and effective communication in the light of current management thinking are emphasized.

4912,3 Independent Study

2, 3 hours credit. Prerequisites: Permission in writing (form available) of the instructor, the student's adviser, the Division Director, and the Dean of the College of Business.

Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 Internship in Management

3 hours credit. Prerequisites: 3.0 GPA, 9 hours of management courses and permission in writing (form available) of the instructor, the student's adviser, the Division Director, and the Dean of the College of Business.

The opportunity for managerial work experience. Requires a semester-long experience in either private business or a public agency and a written component. Opportunities and output requirements are developed in consultation with a faculty adviser and the Division Director and require approval of both. Internship may be repeated once (a total of 6 hours) provided the internships are with different organizations.

- 4953 Special Studies in Management**
(3-0) 3 hours credit. Prerequisite: Consent of instructor.
An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Studies courses may be repeated for credit when the topics vary, but not more than 6 hours, regardless of discipline, will apply to a bachelor's degree.
- 4993 Honors Thesis**
3 hours credit. Prerequisite: Enrollment limited to honors program students with sponsorship by a division faculty member.
Supervised research and preparation of an honors thesis. May be repeated once for credit with adviser's approval.

COURSE DESCRIPTIONS MANAGEMENT SCIENCE (MS)

- 3023 Quantitative Methods in Business**
(3-0) 3 hours credit.
Directed towards extending the understanding of quantitative methods and the use of mathematical reasoning in business applications. Emphasizes the understanding of analytical techniques for problems which arise in marketing, manufacturing, finance, economics, operations management, information systems, and management. Applications-oriented course which focuses on formulating problems rather than on theory.
- 3033 Management Science and Production Management**
(3-0) 3 hours credit.
An introductory course in management science and production operations management. This course emphasizes model building as a foundation for rational decision making and problem solving. Techniques such as linear programming, forecasting, decision theory, inventory models, project scheduling, and simulation are covered. Computer software is used to apply these techniques in the analysis of a wide variety of decision problems. (Formerly MGT 3033. Credit may not be earned for both MS 3033 and MGT 3033.)
- 3063 Decision Support Systems for Management**
(3-0) 3 hours credit.
A study of the modern computer hardware and software currently used in managerial and personal/professional decision processes. Topics include expert systems, artificial intelligence, and communication networks. Emphasis is given to the concept of decision support systems and to hands-on experience using techniques and microcomputer tools to build systems which can support decision processes. (Formerly MGT 3063. Credit may not be earned for both MS 3063 and MGT 3063.)

3313 Statistical Applications in Business

(3-0) 3 hours credit.

Emphasizes application of statistics in problem solving situations involving management, marketing, human resources, finance, and operations management. Useful techniques include analysis of variance, simple and multiple regression, chi-square distribution, nonparametric tests, times series and forecasting, and introduction to quality control. Students use computer software such as SPSS or SAS in their analyses. (Formerly MGT 3313. Credit may not be earned for both MS 3313 and MGT 3313.)

4323 Simulation Applications in Business

(3-0) 3 hours credit. Prerequisite: MS 3033.

A study of the techniques for modeling and analysis of business processes using computer simulation and animation. Selected example applications from financial, marketing, and operations functions. Emphasis on the use of computer simulation in support of the management decision process. (Formerly MGT 4323. Credit may not be earned for both MS 4323 and MGT 4323.)

4343 Production/Operations Management

(3-0) 3 hours credit. Prerequisite: MS 3033.

A study of the production operations management function in business. Traditional topics in manufacturing and service organizations are investigated. Includes a survey of modern production technologies. Attention is given to management practices and philosophies used in other countries to contrast and learn more effective ways to solve the problems arising in operations management. (Formerly MGT 4343. Credit may not be earned for both MS 4343 and MGT 4343.)

4363 Quality Management and Control

(3-0) 3 hours credit. Prerequisite: MS 3033.

Investigates the fundamental nature of quality and its implications for business. Topics include statistical methods for quality improvement in manufacturing and service operations. Emphasis given to both the technical and managerial issues in understanding and implementing quality as a component for success in today's global business environment. (Formerly MGT 4363. Credit may not be earned for both MS 4363 and MGT 4363.)

4573 Management Science Applications in Business

(3-0) 3 hours credit. Prerequisite: MS 3033.

The application of decision analysis to problems from a wide variety of business disciplines. The emphasis is on providing students with capabilities for applying management science techniques to problems from their own areas of interest. (Formerly MGT 4573. Credit may not be earned for both MS 4573 and MGT 4573.)

4583 Current Technology: Issues for Business

(3-0) 3 hours credit. Prerequisite: MS 3033.

Survey of state-of-the-art technology in today's organizations from a socio-technical perspective. Topics include manufacturing systems, expert systems, artificial intelligence, office automation, and microcomputer systems and

networks. Emphasis is on examining the social dimensions and effects of technologies and on exploring future trends and consequences. (Formerly MGT 4583. Credit may not be earned for both MS 4583 and MGT 4583.)

4913 Independent Study in Management Science

3 hours credit. Prerequisite: Permission in writing (form available) of the instructor, the student's adviser, the Division Director, and the Dean of the College of Business.

Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 Internship in Management Science

3 hours credit. Prerequisite: 3.0 GPA, permission in writing (form available) of the instructor, the student's adviser, the Division Director, and the Dean of the College of Business.

Supervised full-time or part-time work experience in the area of Management Science. Offers opportunities for applying Management Science in private businesses or public agencies. May be repeated for credit, but not more than 6 hours will apply to a bachelor's degree.

4953 Special Studies in Management Science

(3-0) 3 hours credit. Prerequisite: Consent of instructor.

An organized course offering the opportunity for specialized study not normally or not often available as part of the regular course offerings. Special Studies courses may be repeated for credit when the topics vary.

Bachelor of Business Administration Degree in Marketing

The minimum number of semester hours required for this degree is 120.

In addition to the Core Curriculum requirements and requirements from the College of Business Common Body of Knowledge (CBK), all candidates for the degree must complete 30 additional semester hours.

A. 21 upper-division semester hours in the major:

MKT	3023	Marketing Analysis for Decision Making
MKT	3083	Marketing Research
MKT	4073	International Marketing
MKT	4093	Consumer Behavior
MKT	4893	Marketing Strategy
6 additional hours of MKT electives.		

B. 9 hours of the following support work:

ACC	2043	Introduction to Accounting Topics
ECO	3053	Aggregate Economic Analysis
FIN	3313	Money and Banking

COURSE DESCRIPTIONS MARKETING (MKT)

- 3013 Principles of Marketing**
(3-0) 3 hours credit.
Introduction to basic principles of marketing. An examination of market analysis methods and their use to develop the organization's product mix and the integration of the communication, distribution, and pricing strategies to achieve goals.
- 3023 Marketing Analysis for Decision Making**
(3-0) 3 hours credit. Prerequisite: MKT 3013.
A focus on the analysis and evaluation of the marketplace, emphasizing secondary data sources and decision models. Factors that may influence business decisions are examined and market segmentation models are used to select market targets. Personal computers are integrated into a marketing decision framework.
- 3043 Advertising**
(3-0) 3 hours credit. Prerequisite: MKT 3013.
The course stresses planning advertising strategy, developing messages, selecting media, and testing effectiveness. Also explores the theory, history, and social and economic aspects and the problems of ethics and truth in advertising.
- 3063 Persuasive Communication in Marketing**
(3-0) 3 hours credit. Prerequisite: MKT 3013.
Focuses on professional salesmanship. Fundamentals of persuasive interpersonal communication and buyer motivation are stressed as the foundation to effective selling.
- 3083 Marketing Research**
(3-0) 3 hours credit. Prerequisite: MKT 3013.
Theory and methodology of conducting and interpreting qualitative and quantitative marketing studies. Includes problem definition, research design, sampling, data analysis, and presentation of research findings. (Formerly MKT 4083. Credit cannot be earned for both MKT 3083 and MKT 4083.)
- 3113 Retailing**
(3-0) 3 hours credit. Prerequisite: MKT 3013.
Examination of retailing as a specialized economic and social institution within the distribution process. Emphasis is on strategy and resource management for the retail firm; critical variables, forces, and processes are examined from a managerial perspective.
- 3733 Tourism Marketing**
(3-0) 3 hours credit. Prerequisite: MKT 3013.
The conceptualization, design, delivery, and evaluation of marketing plans for tourism enterprises, including marketing mix, tourism product, consumer behavior, communications and media uses, and procedures for advertising

and public relations campaigns to develop leisure travel, incentive travel, and the meetings and convention market.

4043 Advertising Management

(3-0) 3 hours credit. Prerequisite: MKT 3043.

Emphasizes the management of advertising and the key decision variables supporting the advertising strategy process. Provides an examination of the nature and scope of advertising campaigns, including case histories.

4073 International Marketing

(3-0) 3 hours credit. Prerequisite: MKT 3013.

Comparative analysis of cultural, legal, political, economic, and technological environments as they affect marketing strategy in the global marketplace. Focus is on understanding the application of marketing concepts to and across foreign market environments and the identification and development of target markets.

4093 Consumer Behavior

(3-0) 3 hours credit. Prerequisite: MKT 3013.

Focus on the customer as a primary consideration in strategic marketing decisions. Analysis of variation in personal and environmental variables in the customer's world as the basis for market segmentation and subsequent formulation of the marketing mix.

4183 Advanced Market Research

(3-0) 3 hours credit. Prerequisite: MKT 3083 and 9 additional hours of marketing.

A project-oriented course emphasizing application of the marketing research process. Includes preparation and presentation of a research report.

4893 Marketing Strategy

(3-0) 3 hours credit. Prerequisites: MKT 3013, senior standing, and 15 additional marketing hours.

This marketing capstone course focuses on integrating marketing functions, processes and concepts into a coherent and effective marketing strategy. Satisfies degree requirements for MKT 3073 in prior catalogs.

4913 Independent Study

3 hours credit. Prerequisites: MKT 3013, 9 additional marketing hours, senior standing and permission in writing (form available) of the instructor, the student's adviser, the Division Director, and the Dean of the College of Business.

Independent reading, research, discussion, and/or writing under the direction of a faculty member. May be repeated for credit, but not more than 6 hours of independent study, regardless of discipline, will apply to a bachelor's degree.

4933 Internship in Marketing

3 hours credit. Prerequisites: MKT 3013, 3.0 GPA, 9 additional marketing hours, and permission in writing (form available) of the instructor, the student's adviser, the Division Director, and the Dean of the College of Business.

The opportunity to gain knowledge through the experiential activities of organizational life. Joint cooperation with business, government, and health science institutions in structuring and monitoring work experience aimed at supplementing the learning process. Opportunities are developed in consultation with the faculty adviser and Division Director and require approval of both. Internship may be repeated once (a total of 6 hours) provided the internships are with different organizations, but only 3 hours may count toward the 21 hours of marketing required for the major.

4953 Special Studies in Marketing

(3-0) 3 hours credit. Prerequisite: MKT 3013.

An organized course offering the opportunity for specialized study not normally available as part of the regular course offerings. Could include such topics as marketing channels of distribution, sales management, industrial marketing, current developments in marketing theory, or analysis of ethical, social, and public policy aspects of marketing. May be repeated for credit when topics vary, but not more than 6 hours will apply to a bachelor's degree.

4993 Honors Thesis

3 hours credit. Prerequisite: Enrollment limited to honors program students with sponsorship by division faculty member.

Supervised research and preparation of an honors thesis. May be repeated once for credit with adviser's approval.